



CLAYTON CENTURY
FOUNDATION

enriching our community

**Clayton Century Foundation
Board of Directors Meeting Minutes**

**Wednesday, January 29, 2014
Heritage Building, Courtroom
10 N. Brentwood
5:30 pm**

Attendees: Gary Feder, JJ Flotken, Judy Goodman, Bev Wagner, Cheryl Verde, Lee Hanson, Cindy Rapponotti, Bob Paster, Steven Rosenblum, Jill Fisher, Ben Uchitelle, Scot Boulton, Elizabeth Robb, Cindy Berger, Sally Cohn, Mont Levy, David Anderson, Janet Horlacher, Mike Zaccarello, Michelle Harris, Mark Winings

Absent: Holly Benson, Ken Goldman, John McCormick, Gary Krosch, Linda Goldstein, Hugh Scott, Carol Klein

Guests: Rick Dildine – Shakespeare Festival, Craig Owens – City Manager, Mayor Harold Sanger

Staff: Sarah Umlauf – Community Resource Coordinator, Brie Cella – Development Coordinator, Patty DeForrest – Director of Parks and Recreation

1. Call to Order

Gary Feder called the meeting to order at 5:35 pm and noted that business would move out of order from the agenda. Resolution 14-01, Slate of New Members, was presented to the board. Bev Wagner moved to approve the slate of members and Judy Goodman seconded the motion. Resolution 14-01 passed unanimously.

2. Approve October 30, 2013 Minutes

Scot Boulton moved to approve the minutes as submitted. JJ Flotken seconded. Following discussion, the minutes were approved with one correction: the list of attendees and absentees would be updated to show that JJ was in attendance.

3. Presentation by Shakespeare Festival – Rick Dildine

Rick Dildine presented a video on the Shakespeare Festival and its new program that began in 2012: Shakespeare in the Streets. In 2012, the program was held on Cherokee Street and in 2013, it centered on the Grove neighborhood. In 2014, Shakespeare in the Streets will come to Clayton. The playwright, Nancy Bell, will spend time in the community conducting interviews and will create a new work based on a Shakespeare play and reflective of the community. The event will be free and open to the public and will take place over the third weekend in September.

4. Clayton Forward – Craig Owens

Craig Owens provided information to the CCF Board on the four items that make up Clayton Forward. The four ballot issues, including two sales tax increases and two bond proposals, will go before voters on April 8th. Lee Hanson suggested making bonds available to the people of Clayton. When asked where these increases would put Clayton as compared to surrounding municipalities, Craig noted that if approved, Clayton would be about a quarter cent higher than taxes in the area. That, however, does not include the many special shopping districts like Brentwood Promenade which would be one cent higher. When asked about Wydown Boulevard, Craig pointed out that Clayton received federal funds for Wydown Boulevard and it will be redone this summer.

Elizabeth Robb wished to point out the vision of George Newton who spearheaded Clayton's non-uniform pension plan forty years ago and noted that early leaders as well as current leaders from the Mayor to the Board of Aldermen to the City Manager are the reason why Clayton is run so well today.

5. Introduction of New Members

Gary Feder introduced the new CCF Board Members beginning with Mike Zaccarello. Mike is a CHS graduate who, along with his wife, Becky, sent their children to Clayton schools. He has worked with Barry-Wehmiller for 33 years.

Janet Horlacher, in addition to living next door to Judy Goodman, has served on numerous boards for the City. Janet is in residential real estate.

David Anderson is a generous supporter of the Clayton Dog Park. He and his wife, Lynne, believe in funding things that are good ideas. While he may not be fond of meetings, he is happy to have the opportunity to make a difference.

6. Financial Report

Patty DeForrest presented the financial report noting that following the departure of a staff person, the transition for compiling the financial reports has not been smooth. Staff is working with the City's Finance Department in order to report accurate numbers to the group. The group's focus should be on raising unrestricted funds.

Patty reported that the Party of the Century raised \$159,000 and while it was never intended to be a fundraiser for the organization, following expenses, CCF raised about \$23,000 for the foundation.

7. Project Update

Patty reported that progress on the Enterprise Pavilion was slow but hope for completion sometime in mid-March. Following construction, landscaping will take approximately one month to complete. A dedication of the pavilion will likely take place sometime around mid to late April.

The Master Plan Overlay is complete and the final draft may be found on the City's website in three parts:

http://www.claytonmo.gov/Government/Departments/Parks_and_Recreation/Parks_Master_Plan.htm

Patty noted that in the past, CCF has approved projects on an individual basis. The organization may want to consider having an approved list of projects similar to the list approved by the Board of Alderman.

8. Annual Fund Update

JJ reported that the Annual Fund's purpose is to generate unrestricted funds for the organization. Through a lapsed donor appeal, the Annual Fund Committee sent 234 letters and received 51 responses with an average donation of \$250. A community-wide mailing attracted 70 donations but the group expected a lower return knowing that the Party of the Century would be cannibalizing its fundraising efforts in 2013. CCF raised about \$30,000 in unrestricted gifts for Fiscal Year 2013. Due to some confusion is fiscal year versus calendar year, CCF will begin reporting on a calendar year basis.

Annual Fund is focusing its efforts on visibility and on messaging with an emphasis on the Second Century.

9. CCF Arts Report

Jill reported that CCF Arts is in the process of reorganizing. Currently, Jill is the Chair of CCF Arts. The group still has one Trova sculpture in storage.

10. CCF History Report

CCF History has received preliminary approval to build out the old coffee kiosk space at the Center of Clayton. The space will be open to the public with an exception of secure storage for historic objects and archival documents. The space will also include displays and hopefully a small area for dedicated meeting space.

The Century Home Program continues and all are asked to encourage their friends and neighbors to take part if they qualify. The group also continues its

efforts to assist with the City's Centennial time capsule which will be buried in Hanley Park this spring.

The History Speakers Series is continuing in 2014. Following a very successful lecture at Washington University in November, the first lecture of 2014 was held at the Center of Clayton and featured popular presenter, Mark Goldfeder. Mark is an expert on the topic of trains and presented on St. Louis Streetcars. In May, the topic will be the history of St. Louis County Police Department.

CCF History has also installed an historic display case at Commerce Bank and is looking for other locations in the community to display history.

11. CCF Parks Report

Cindy Rapponotti noted that CCF Parks will continue its successful Musical Nights program. The group is recruiting new members and any that are interested may contact Cindy. CCF Parks meets at 7:30 in the morning.

12. New Business

Gary Feder reported that CCF will be holding a retreat in March to help plan for the future direction of the organization following the Centennial year. The retreat will be at Husch and will take place either March 1st or March 8th depending on the availability of the board.

Regarding support of Shakespeare on the Street, CCF would like to have a more concrete idea of the level of support expected from the City. A decision to support the program and at what level will be decided at the April board meeting.

Mayor Sanger discussed support for Shaw Park Square. Mont Levy stressed the importance of getting the entire story out to the community to show that the project is about Shaw Park as a whole, as the jewel of the community. Considering that the project is supported by CCF, the group would be natural advocates for the proposition.

13. Resolutions 14-02 and 14-03

Gary Feder presented resolutions 14-02, the election of officers, and 14-03, the make-up of the Executive Committee. Mont Levy moved to approve resolution 14-02. Jill Seconded and the motion passed unanimously. Mont Levy moved to approve resolution 14-03 and Jill Fisher seconded. The motion was approved unanimously.

Mont Levy made a motion to let the record show the gratitude of the entire board for Gary Feder's years of service and leadership as President of the CCF Board of Directors noting that Gary led the organization through pivotal years. Gary Feder commented that he is finishing his term with great satisfaction and pointed out that it is a rare chance to have the ability to leave a legacy to future generations.

14. Next Meeting

The next meeting will be Wednesday, April 30, 2014 at 5:30pm at 10 S. Brentwood Boulevard.

15. Adjourn

The meeting was adjourned at 7:00 pm.